

Program Coordinator Descriptions

➤ **Coordinator:**

The Main Coordinator will be responsible for overseeing the directory program and is the primary contact person representing the organization, working with the local Lifetouch Representative and is the main recipient of Lifetouch emails. They may also serve in multiple coordinator roles and help keep the project moving forward and on time as planned and as outlined during the organizational meeting. If the Main Coordinator needs help recruiting any of the coordinator positions listed below, refer to the **Volunteer Form** located in the HOST Folder provided by your Lifetouch Representative.

➤ **Publicity/Host Coordinator:**

The Publicity/Host Coordinator will help to maximize member participation by overseeing the publicity of your program, including distributing Lifetouch printed materials, establishing verbal announcements, email blasts, newsletters, e-newsletters and securing the *Connections Calling* recorded messages. This person will also recruit 2-4 Host/Hostesses per photography day. The Hostess' role is to greet your families as they arrive for their appointment, enter basic information on Lifetouch paperwork and assist the photography team in creating a great experience for your members. Refer to the "Publicize Your Event" folder located in the HOST Folder provided by your Lifetouch Representative.

➤ **Sign-up Coordinator:**

The Sign-up Coordinator will be responsible for overseeing the sign-up process of members scheduling their photography appointments using the Online Scheduling website and/or paper sign-ups at the organization's location. The Sign-up Coordinator will confirm the Online Scheduling Link is placed on the organization's website 4-8 weeks before the first day of photography. The best time to offer paper sign-ups along with the Online Scheduling process is before or after services, or in conjunction with any special event where large attendance is expected. The Lifetouch Representative will instruct the Sign-up coordinator as to the minimum number of appointments that will need to be scheduled each day. The Sign-up Coordinator is also responsible for recruiting HOST/HOSTESS to assist in paperwork during photography days. The Sign-up Coordinator may choose to recruit volunteers to assist them.

➤ **Telephone Committee Coordinator:**

The Telephone Committee Coordinator forms a telephone committee to make phone calls to members who did not sign up for a portrait session.

➤ **Layout & Design Coordinator:**

The Design Coordinator is responsible for the creative element of the program. This coordinator will make the creative decisions regarding the directory cover, activity pages and any additional outreach products (such as brochures, postcards, etc.). They will also confirm the organization's office has provided an updated and current roster in the appropriate format to Lifetouch. You may refer to the "Design Your Directory" in the HOST Folder provided by your Lifetouch Representative for instructions and additional information.